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CONSUMER TIME

FOOD FOR TWO

NETWORK: NBC

DATE: November 17, 1945

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. FREYMAN: Today, Johnny...we're going to spend just about all of our CONSUMER TIME in the kitchen.

Last week we were all over the world, talking about soil conservation. And week before, remember, we were out in the National Forests of this country, hearing about the work of the forest rangers...
6. JOHN: So, today...Mrs. Freyman...we're going to retire to the peace and quiet of the kitchen...is that it?
7. FREYMAN: Yes, only it won't be exactly peaceful and quiet, Johnny...not today! We're going to hear about a very active and interesting subject....
8. JOHN: And that is?
9. FREYMAN: Cooking for two...preparing meals for a family of two...you know there's quite a trick to it.

10. JOHN: Well, Mrs. Freyman...on this story. I'm just what you might call an interested, if not a fascinated bystander.

11. FREYMAN: Well, now Johnny...husbands have a very important part in this picture as you will see.

12. JOHN: Food for two. Let's see...just who does this story apply to, Mrs. Freyman?

13. FREYMAN: Oh, many more people than you think, Johnny! For instance...
(SLIGHT FADE)

14. GIRL: Well I for one, am just married...or, not exactly just married...but this is really our first chance to set up housekeeping. My husband's just back from overseas...
(FADE INTO)

15. GIRL TWO: I'm a career woman, you know, 9:00 to 5:30, in an office all day long. I share a little apartment with another girl ...and sometimes it's a real problem trying to figure out what to have for dinner...much less cook it...
(FADE INTO)

16. WOMAN: My family is a good deal smaller than it used to be. All three children are married, and have homes of their own. That just leaves Charles and me, and believe me there's a good deal of difference, cooking for just the two of us... after planning and preparing meals for that hungry crowd we used to have around the table.

SLIGHT PAUSE:

17. FREYMAN: So you see, Johnny...newly-weds...working girls...families where there are no children, or where the youngsters have grown up, and have homes of their own...there are a good many people who have their problems...about cooking for two.

the condition of the country and its resources and all the
other factors which are to be considered in the final
decision.

The first point of consideration will be
the cost of the proposed project. This will depend
upon the amount of capital required and the rate of
interest charged by the bank.

The second point will be the amount of money
which can be raised by the sale of stocks and bonds.
This will depend upon the credit of the company.

The third point will be the amount of money
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The tenth point will be the amount of money
which can be raised by the sale of stocks and bonds.
This will depend upon the credit of the company.

18. JOHN: Well, gosh Mrs. Freyman, it's not exactly my specialty... but if you want to cook for just a couple of people...why can't you just take an ordinary recipe...and simply split it in half. I mean where it says two cups...just use one.

19. FREYMAN: Of course, Johnny...you can do that with some things... but there are other problems. Now would you mind telling me how you would divide one egg in half, for instance?

20. JOHN: Sure, that's easy enough...just cut it into...no...guess you couldn't do that either. I...why I'd simply hard boil it, and then cut it down the middle. Simple!

21. FREYMAN: See! That's how much you know about it! Imagine! No, Johnny...what you do...is break the egg...stir the white and yolk together until you can pour it. Then it's easy to divide.

22. JOHN: Don't divide any eggs for me, I'll take a whole one.

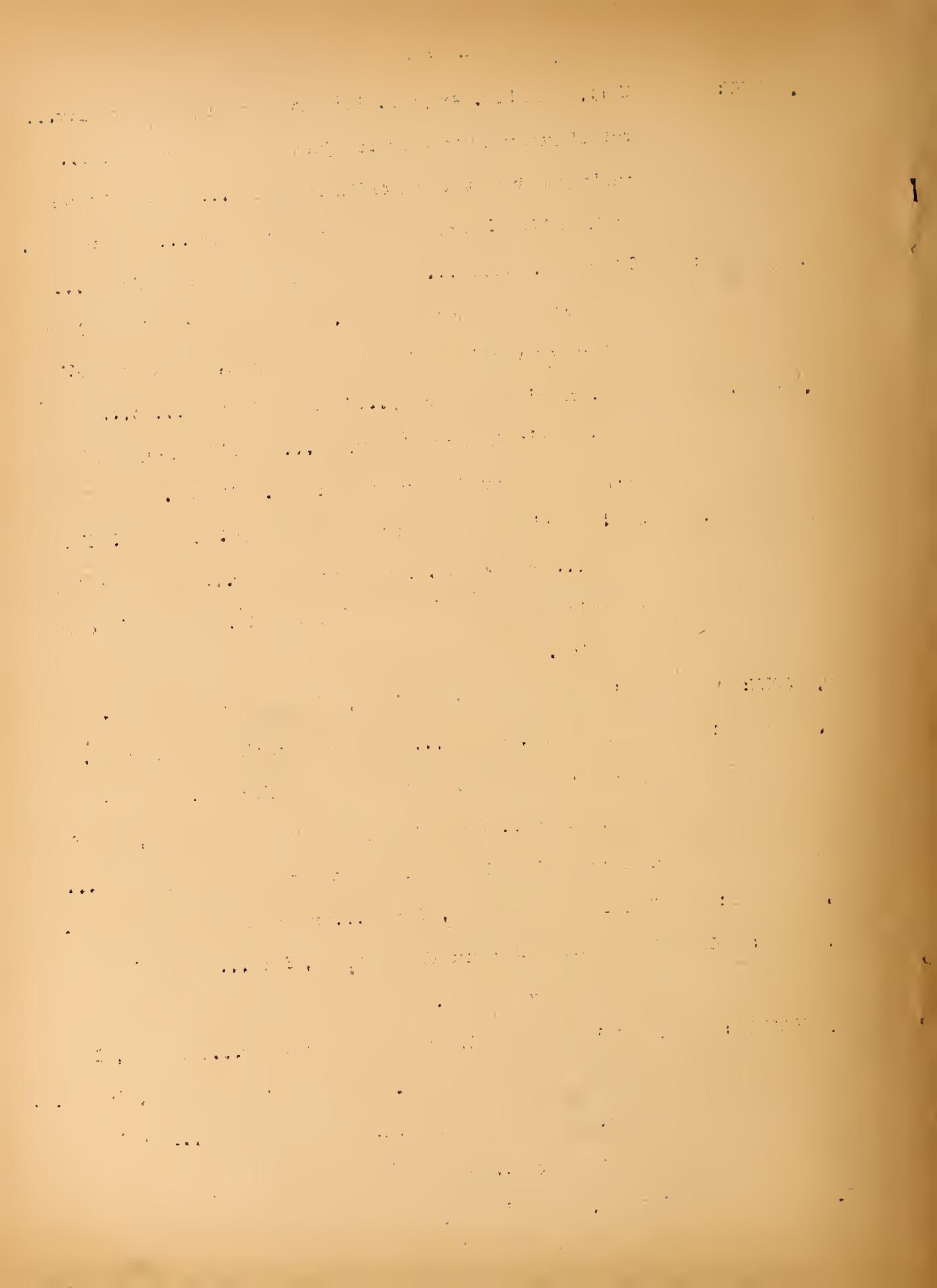
23. FREYMAN: You're right, Johnny...but once in a while it's handy. There are lots of tricks to cooking for two, Johnny! You have no idea... Now just suppose you were a wife, faced with a problem like this along about 6 o'clock every night...

24. HUSBAND: Oh for goodness sake, Carrie...are we having hash again!

25. WIFE: (GIRL ONE) (WAIL) Now you listen to me, Pete...you can't talk like that about my cooking.

26. HUSBAND: I didn't say anything about your cooking...for hash, I suppose this is very good. But goodness gracious, Carrie... Monday, hash, Tuesday, hash, Wednesday, hash...that's just plain too much... (FADE OUT)

27. FREYMAN: You see, Johnny?



28. JOHN: Well, he has a point there, of course.

29. FREYMAN: Sure he does. Now, Carrie, being thrifty, had some food left over and she just made too much hash. There are other things to do with left overs...and there's no reason why you should have to serve the same thing several nights in succession.

30. JOHN: Well...what would you have done if you'd been carrie...

31. FREYMAN: It would depend, of course, on what she had left over. She could make a meat pie, for instance...if she had cooked meat left over, she could cut it into cubes, and combine it with vegetables such as potatoes, onions, beans peas, or celery...and gravy. Then she could put mashed potatoes on top, or biscuit dough and bake it. There's one good left over dish.

32. JOHN: Sounds appetizing enough.

33. FREYMAN: Or maybe a meat roll...You know, ground cooked meat, and peppers and onions, rolled up on thin biscuit dough.

34. JOHN: Very good...

35. FREYMAN: Then there are stews...or a beef loaf...or pork chop sucy ...or if it's chicken she has left over...curried chicken or chicken pie. There are all kinds of interesting things to do with left-over meats.

36. JOHN: But I suppose it all comes down to the fact that she shouldn't have bought so much in the first place.

37. FREYMAN: Well, there are many foods, of course, that are more economical to buy in larger quantities, that is if you have space enough to store them.

38. JOHN: But you have to sort of think it all out in advance...is that it?

39. FREYMAN: That's the best way. Plan it carefully at home before you go shopping.

40. JOHN: Well, now tell me this, Mrs. Freyman...it's been puzzling me for a long time...can two really live cheaper than one?

41. FREYMAN: Of course it depends on the "two" and the "one", Johnny. But I'd say that a careful and clever homemaker can keep the bills down so that two can live almost as cheaply as one person. Actually the problem is in planning and in marketing, as well as the actual cooking.

42. JOHN: I see...I think I know what you mean...I've seen women in the grocery store...having an awful struggle with their inner selves...

43. GIRL: Oh dear, oh dear. How much spinach shall I buy. One pound...or ten pounds. And how many potatoes. How do I know how many potatoes to buy... And shall I get only one pound of fish? I just don't know...cooking for two is an awful problem.

44. JOHN: What about a quandary like that, Mrs. Freyman?

45. FREYMAN: Well, mostly you have to learn by experience, Johnny... that, for instance...one pound of spinach makes two to three servings...or a pound head of lettuce makes about five servings...and that a pound of dried fruit will serve about 10...and so on. You learn fast enough, I think. But it's not economical to buy just two or three potatoes, for instance. And of course small cans of food are often more expensive than the larger sizes.

46. JOHN: But if you haven't space to store the large sizes...

47. FREYMAN: Well...it's a good idea to make as much storage space as you can...it's amazing how much space you can find, if you try. Even if you have to build new shelves.

48. JOHN: That of course, is where I come in.

49. FREYMAN: Yes, and here's something I'm surprised you haven't brought up yet, Johnny...

50. JOHN: What's that?

51. FREYMAN: That you have to plan meals quite differently when you're planning for a man...than when you're...say...just two girls.

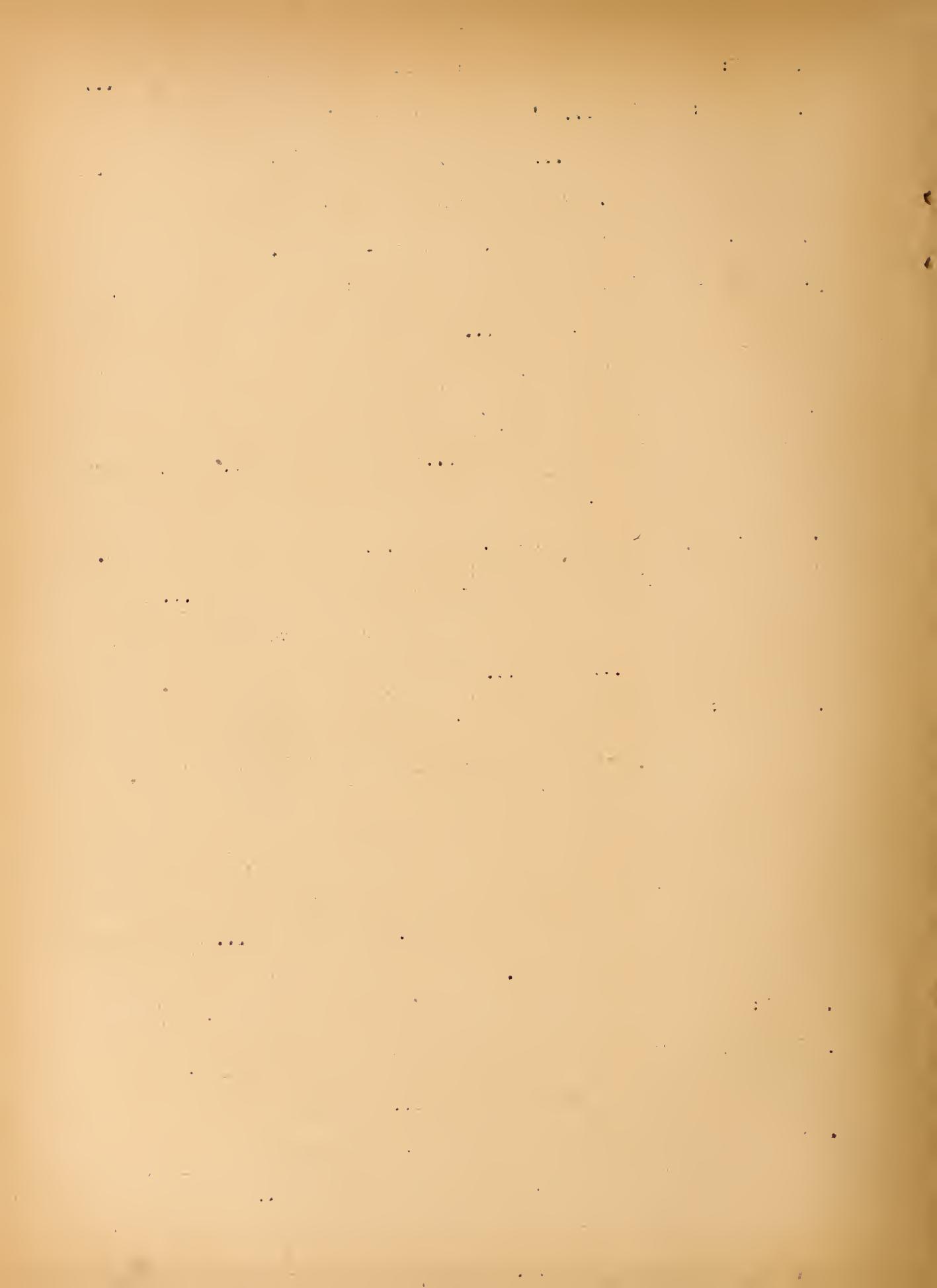
52. JOHN: Now listen, Mrs. Freyman...I just about resent that. Many a girl have I taken to dinner recently...and I can't truthfully say that any of them have eaten any less than I did...in fact...

53. FREYMAN: Well, nevertheless, Johnny...don't you remember the newspaper stories on how the WACS didn't eat as much meat and bread and potatoes as the soldiers. And that men often eat less salad...but drink more milk. I wouldn't say that men eat a whole lot more exactly...but men and women do eat a little differently. For instance...take the simple matter of pies.

54. JOHN: Oh yes...pies.

55. FREYMAN: Now two girls usually don't eat a lot of pie. But a woman cooking for her husband...

56. JOHN: Can hardly bake too many. In other words if you're career girls, cooking for each other...you find you have to take a few new lessons in meal planning, when you finally snag....



57. FREYMAN: When you got married. That's right, Johnny... But here is one trick of speedy, efficient cooking that many a bachelor girl in a kitcheonette finds valuable...and it is a good idea now and again for anybody who has a meal to cook for one or two.

58. JOHN: What's that, Mrs. Freyman?

59. FREYMAN: A one-dish meal...an all-in-one-main dish that combines meat and vegetables in one pot or casserole. If your cooking space is small, you can concentrate on this one main dish...make plenty of it, and make it delicious. Then of course, you can round out the meal with foods that need little or no cooking...tomato juice, salad, a fruit dessert, and of course bread.

60. JOHN: It tends to save washing dishes too, doesn't it?

61. FREYMAN: Always practical, aren't you, Johnny? You're right, it does save dish washing, as well as time and trouble. And that reminds me of another thing...

62. JOHN: What would that be?

63. FREYMAN: A working couple certainly doesn't want to spend a lot of time and trouble preparing dinner at the end of a hard day. They want a fast, efficient way of getting dinner...and a good dinner.

64. JOHN: Pardon me, did you say "they", Mrs. Freyman? In the new scheme of things, does papa help with the cooking?

65. FREYMAN: Now I'm not going to get us into that argument, Johnny. As to whether or not a husband should help with the dish washing and table setting and potato mashing and so fourth. But I do think...

66. JOHN: Oh I know women...they're such sly creatures. Tell you, you can mash potatoes better'n anybody they ever saw. You can whip up the finest little mayonnaise or french dressing. You can broil the neatest steak. And first thing you know, you've got on an apron...doing all the work.

67. FREYMAN: And you love it...

68. JOHN: Only secretly.

69. FREYMAN: But Johnny whether or not a man should help out in the kitchen...is beside the point. But I do think that a kind of cooperation between a working wife and husband can be worked out...to make mealtime easier. I mean for instance... maybe it would be more convenient for you to help with the marketing.

70. JOHN: Now that's a thought.

71. FREYMAN: But of course that's some thing that has to be worked out individually.

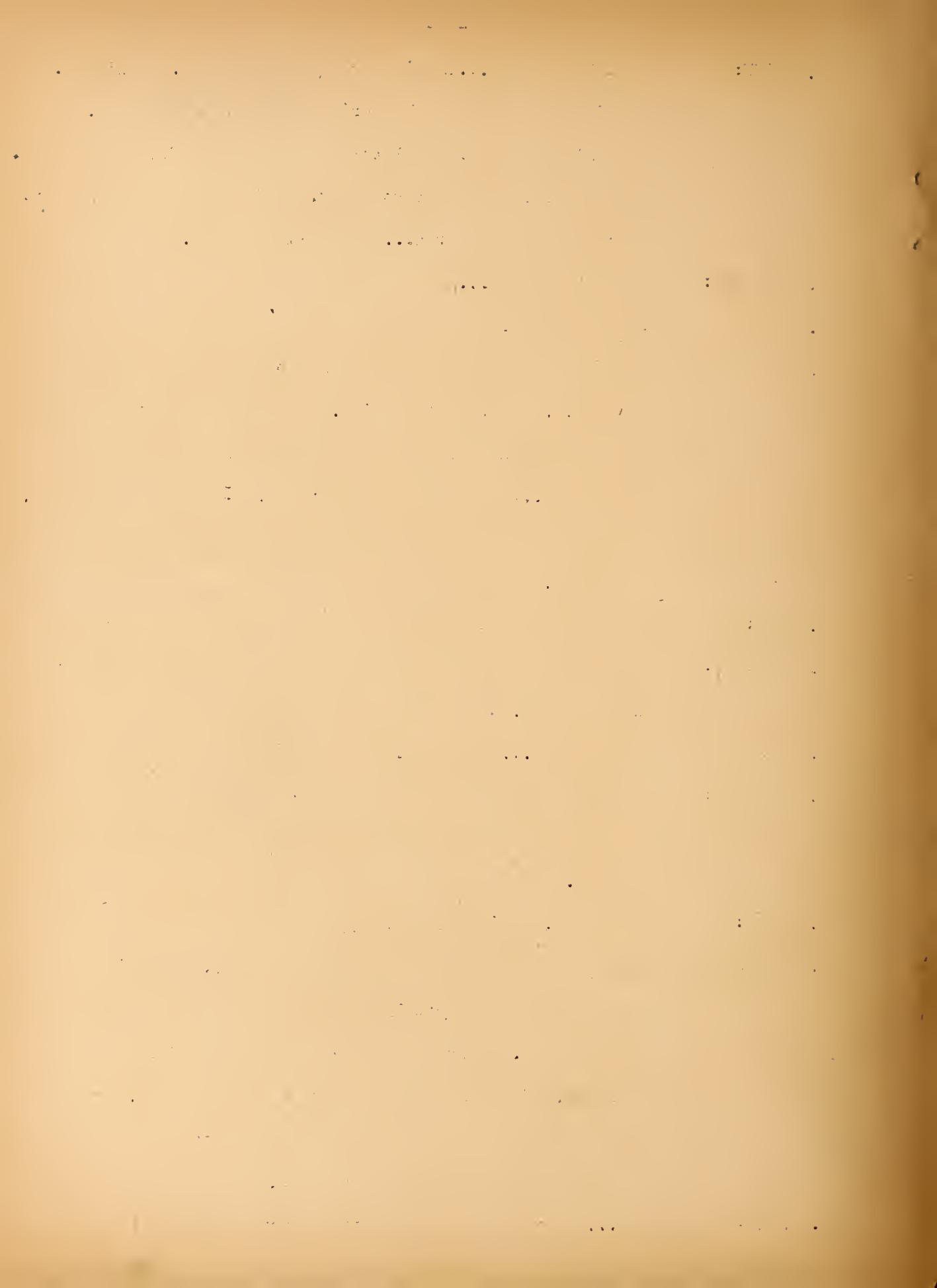
72. JOHN: By the wife...I presume.

73. FREYMAN: Enough on this particular topic, Johnny...and on to the matter of doing an efficient job and a good job of cooking for two.

74. JOHN: Very well, let's proceed.

75. FREYMAN: Now some homemakers with small families...find it's much more economical purposely to cook double the amount needed for one meal. This saves fuel and dishes and time and thinking. With one big piece of meat, she can...for the next few days serve meat dishes such as the ones we talked about earlier in the program.

76. JOHN: Yes...but what about the left-over vegetables?



77. FREYMAN: Well, of course you don't want to cook more than enough... but there are lots of things to do with left-over vegetables.

78. JOHN: Just out of sheer curiosity...what are they?

79. FREYMAN: You can use cooked vegetables such as peas, or asparagus, or brocolli in a salad. Or you can use them in cream of vegetable soups.

80. JOHN: Delicious.

81. FREYMAN: And left-over cooked potatoes...you can do plenty with them. You can brown them with pimiento, green pepper and onion. Or you can hash-brown them...or cream them, with savory herbs in the sauce.

82. JOHN: You're positively tantalizing, Mrs. Freyman.

83. FREYMAN: Then there's hot potato salad...or potatoes sliced and baked with milk and cheese.

84. JOHN: Sure. And as a matter of fact, potatoes are plentiful on the market now...aren't they?

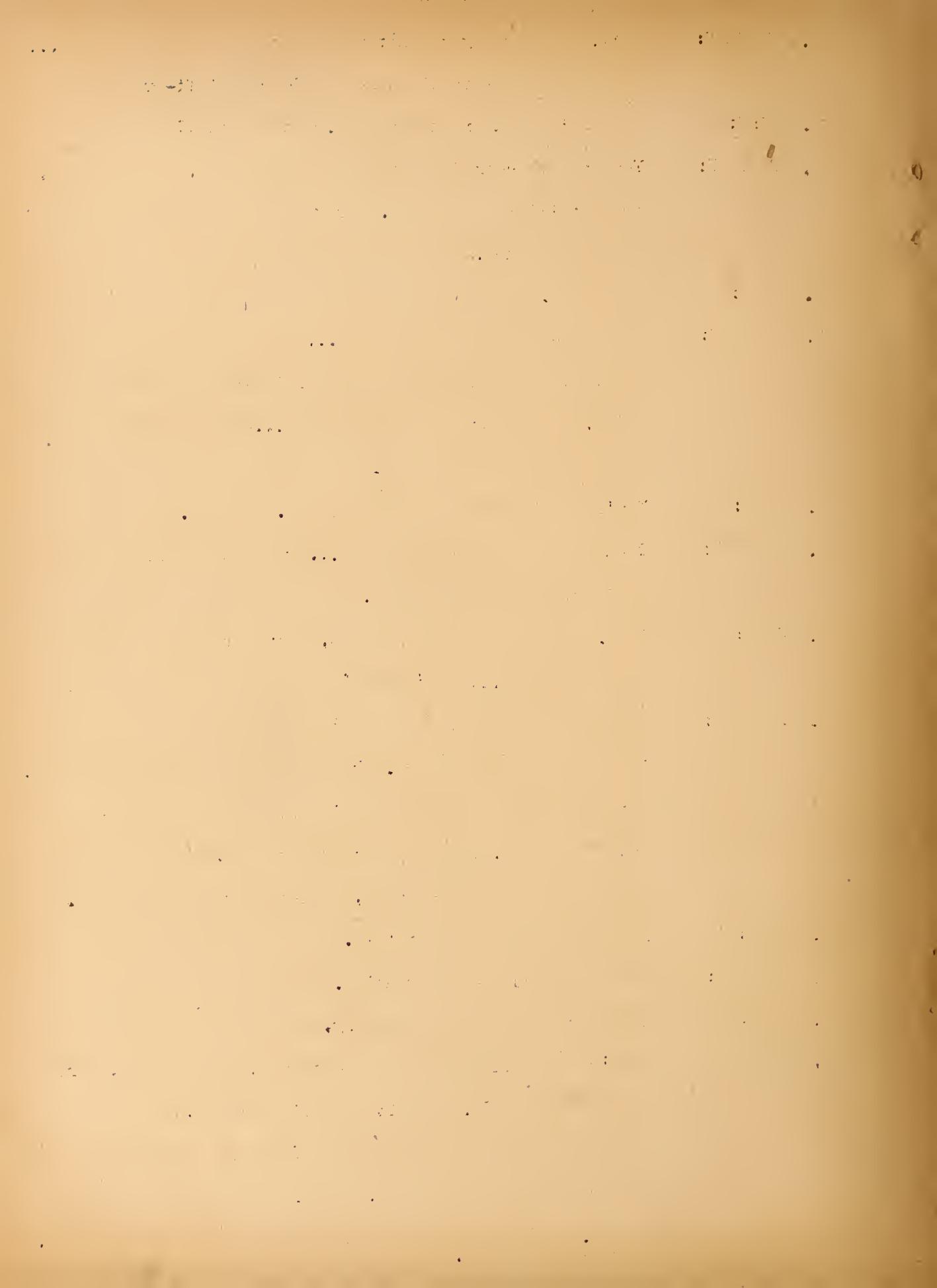
85. FREYMAN: They certainly are. And here's a hint, incidentally, about left-over cooked spinach. Besides cream of spinach soup... cooked spinach is good cold with french dressing. And cooked carrots...you can cut them up small and serve them with peas in a cheese sauce, well-flavored with onions.

86. JOHN: I see there's no end to this.

87. FREYMAN: Not if you use your ingenuity.

88. JOHN: And your keen sense of economy.

89. FREYMAN: Here's something to do with left over, stale bread. Dry it in a slow oven, roll it into fine crumbs, and store it in a tightly covered glass jar. Then you can have it handy for breading chops or fish, or for putting over baked dishes. It's all in the interest of speed and efficiency, as well as economy.



90. JOHN: Say, I thought of something, Mrs. Freyman.

91. FREYMAN: What's that?

92. JOHN: If you're just cooking for two people...why wouldn't you be smart to have little pots and pans in the kitchen, instead of big ones.

93. FREYMAN: That's very smart, Johnny...It is handy to have a few, for instance a small double boiler, and suacepan. They help out a lot in cooking for two. And a lot more of them ought to be on the market before long. Talking about small utensils..., that reminds me of a good hint about dividing recipes. Not that you're especially interested in this, Johnny.

94. JOHN: I should certainly be able to take it, by now.

95. FREYMAN: Well...when you're making a little recipe out of a big one...dividing the ingredients in half...or taking a quarter of them, write down in the margin of your book the calculations you make...so you won't have to figure it out over and over again.

96. JOHN: Pretty soon you'd have written your own cookbook for two.

97. FREYMAN: Yes, you would, Johnny.

98. HUSBAND: Carrie, for the life of me I can't understand where the money goes. What do you do with it all?

99. CARRIE: (WAILING) Oh you stop screaming at me. How dare you tell me I'm not a good financial manager.

100. HUSBAND: All I know is that we're spending about five dollars a day for food...and I'll tell you right here and now, we can't afford it!

101. CARRIE: (FADING) You're a besst, that's what, an ungrateful, nagging be-e-cast....

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102. JOHN: Well, I suppose five dollars a day is a little too much... for two people, I mean.

103. FREYMAN: A little too much. Do you know that with moderately careful planning, you can buy food for two...for about \$10 to \$12 a week?

104. JOHN: Is that so?

105. FREYMAN: And if you really have to economize, you can work out a healthful diet for about seven to eight dollars.

106. JOHN: Then what this couple needs is a sort of plan.

107. FREYMAN: Certainly. For two people one good food plan for a week... is about 7 to 8 pounds of green and yellow vegetables. About five pounds of tomatoes and citrus fruit, and five pounds of potatoes. Then about nine pounds of other vegetables and fruit a week.

108. JOHN: My goodness...

109. FREYMAN: Sure...and nine to ten quarts milk, or complementary amounts of cheese or ice cream. Then 5 or six pounds of meat or poultry or fish a week...

110. JOHN: If you can get it.

111. FREYMAN: About a dozen eggs...a half pound of dry beans and peas, or nuts...and six to seven pounds of flour, including cereals and meal and bread. Then of course table fat and shortening and salad oil amounting to about two pounds a week. And sugar, sirup, or preserves...about one and a half pounds a week.

113. JOHN: And all that adds up to only ten or twelve dollars.
113A. FREYMAN: Yes, that was figured out according to this year's prices...
114. JOHN: Now look...our listeners won't be able to remember all that.

115. FREYMAN: I know...but it's all in a chart in a leaflet "Food for Two"...which is available to anyone who writes in for it.

Journal of the American Statistical Association, Vol. 33, No. 191, March, 1938.

116. JOHN: Oh of course...

117. FREYMAN: Now if you want to economize even more, you should use more dry beans and peas and potatoes...grain products.... and home baked foods...because these are good values for the money. Then of course you'd have to use less meat, less expensive fruit and vegetables. But of course you shouldn't cut down on milk, because that's an economical food and a valuable one.

118. JOHN: Well now, Mrs. Freyman...I would say off hand that we've summed up the major points about cooking for two.

119. FREYMAN: Yes...and maybe we'd better let Holly Wright tell about the free pamphlet "Food for Two".

120. WRIGHT: CONSUMER TIME Friends, you'll want a copy of the Department of Agriculture pamphlet entitled "Food for Two". It's yours free. Write to CONSUMER TIME, Washington 25, D. C. It contains a sample chart showing a weekly shopping order for two. Tells what quantities of food s to buy. Includes delicious menus, three meals a day, for an entire week. Gives some hints on how to cut your food bills. And how to make good use of hold-over foods. Send for your free copy of the U. S. Department of Agriculture leaflet..."Food for Two". Write to CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address, and the name of the station to which you're listening.

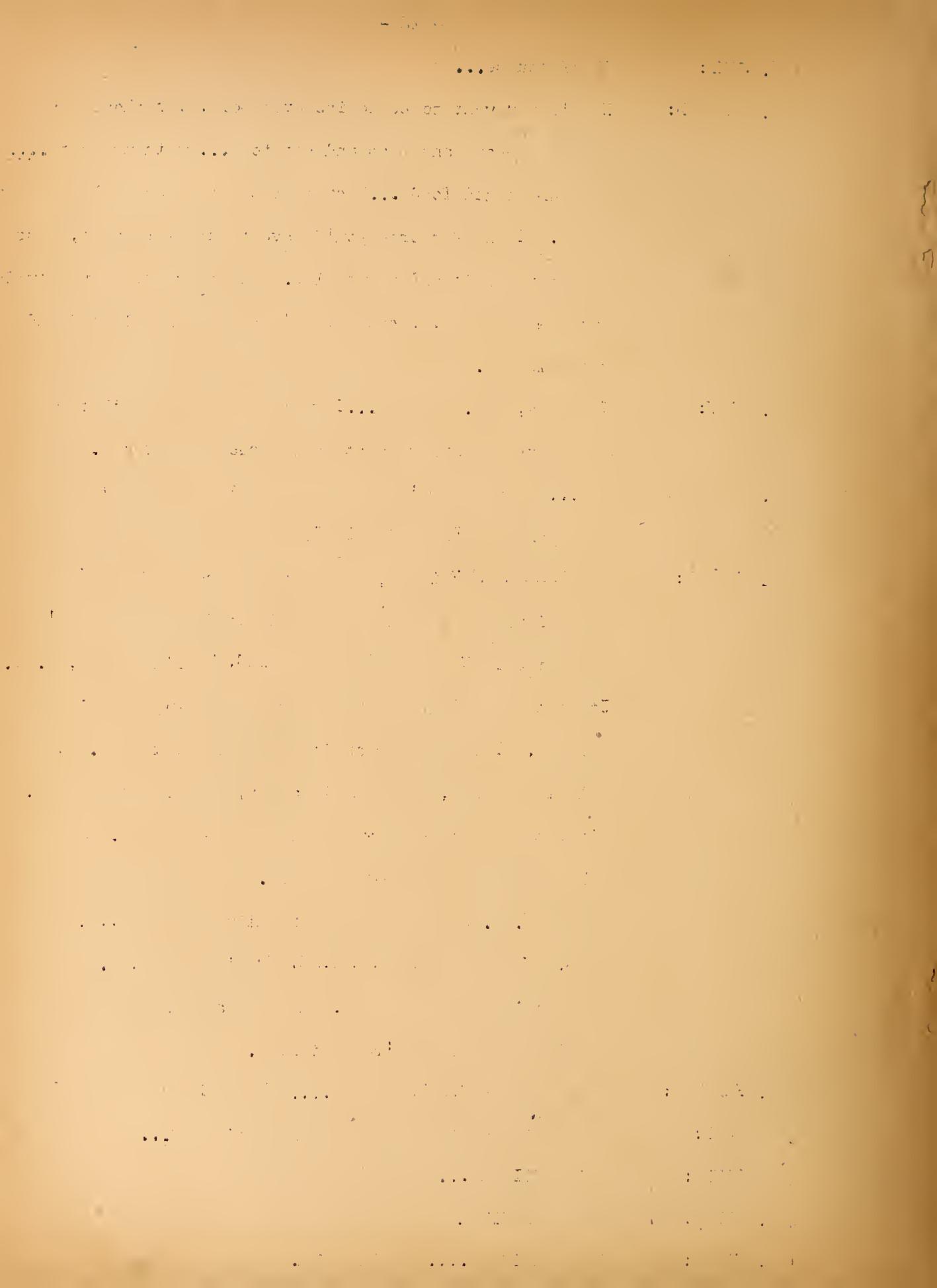
121. FREYMAN: Next week on CONSUMER TIME...we're going to hear all about peanuts.

122. JOHN: So be with us then for another edition of...

123. SOUND: CASH REGISTER...

124. ANNCR: CONSUMER TIME !

125. SOUND: CASH REGISTER....CLOSE DRAWER.



126. ANNCR: CONSUMER TIME written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

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